



Tobacco Control Update: Trends, Changes and Moving New Mexico Forward.

**Tobacco Settlement Revenue
Oversight Committee
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Tobacco Control Update

- Patient Protection and Affordable Care Act and Tobacco Use Prevention and Control
- Update on e-cigarettes
- Progress in New Mexico – Reducing the Impact of Tobacco
- Moving New Mexico Forward



PPACA and Tobacco Use Prevention and Control

Under the Patient Protection and Affordable Care Act:

- **Private Insurance** – required coverage of smoking cessation and other preventive services for non-grandfathered plans. Coverage level to be determined by “essential benefits”
- **Prevention Funds** – federal funding for community-based prevention programs



PPACA and Tobacco Use Prevention and Control

Under the Patient Protection and Affordable Care Act:

Medicaid Coverage for Cessation Services:

- 2010 – mandatory coverage for pregnant women
- 2013 – voluntary coverage of cessation services will mean increased federal reimbursements.
- 2014 – mandatory coverage of smoking cessation medications



PPACA and Tobacco Use Prevention and Control

More on Medicaid:

- **The Centers for Medicare and Medicaid Services (CMS) released new smoking cessation guidelines.**
- **Guidance on PPACA provisions concerning Medicaid coverage of smoking cessation**
- **100% federal match for providing telephone quitline services to Medicaid beneficiaries.**



Update on e-cigarettes

FDA regulation of e-cigarettes as tobacco

- On April 25, the Food and Drug Administration decided to categorize and regulate e-cigarettes as tobacco products, rather than as drug delivery devices, as they had sought to do previously.
- There is no scientific evidence that e-cigarettes are safe
- There is no scientific evidence that e-cigarettes help people quit smoking.



Update on e-cigarettes

ACS CAN Position

- Our focus must remain on well-established best practices including:
 - smoke-free work environments,
 - pricing strategies that dis-incentivize youth use, and
 - fully funding quality tobacco control programs.



Progress in New Mexico – Reducing the Impact of Tobacco

Proven Policies:

New Mexico has made significant progress in implementing policies that are proven to decrease tobacco-related death and disease.



Progress in New Mexico

Proven Policies:

- ✓ **Cessation Treatment Coverage by Insurance**

Very few states require insurers to cover tobacco cessation treatment. NM is among the leaders.

- ✓ **Dee Johnson Clean Indoor Air Act**

NM was #17 in 2007, now more than 35 states have statewide laws.



Progress in New Mexico

Proven Policies:

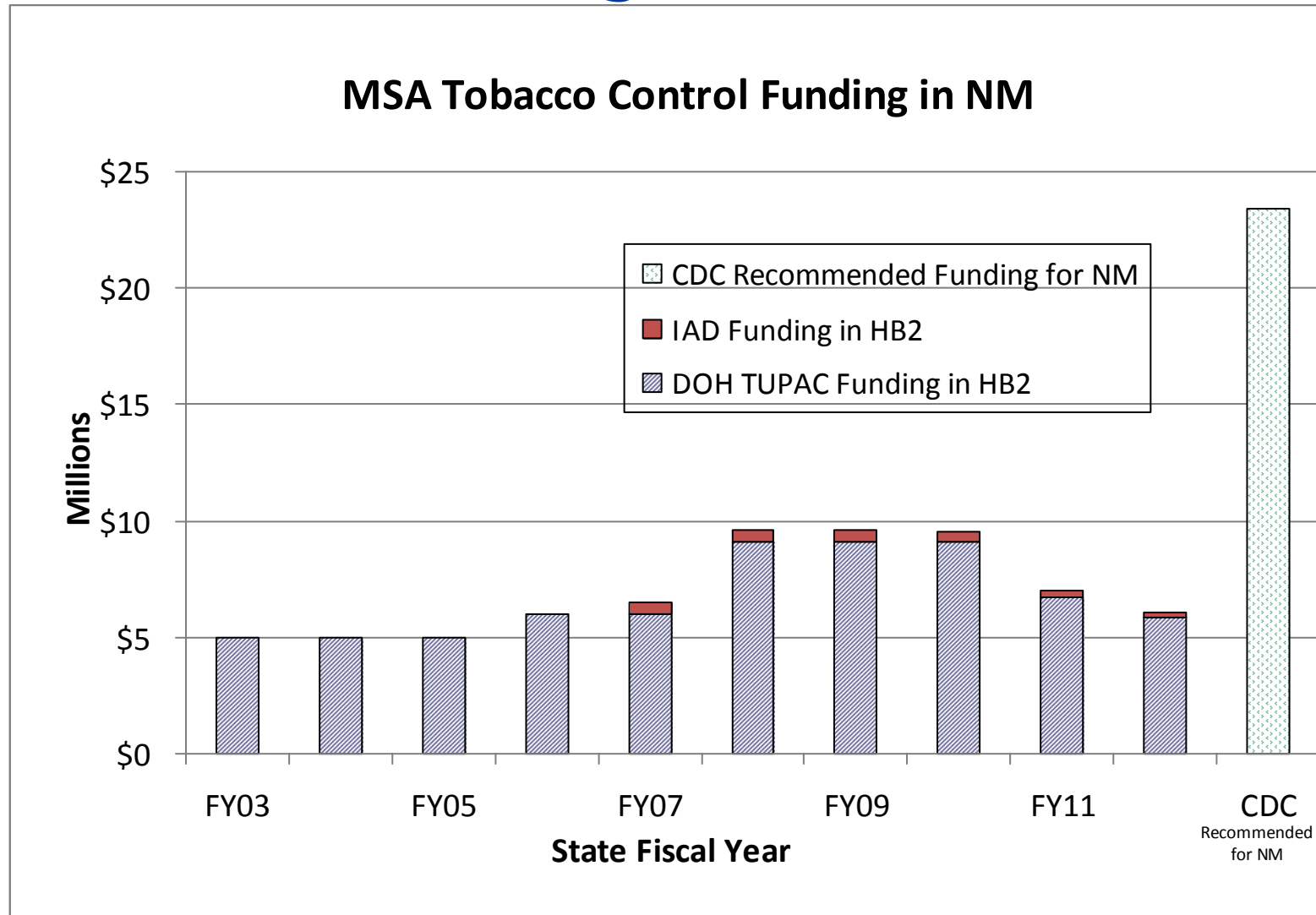
Raising Cigarette Taxes

- NM has raised the cigarette tax twice in the past decade to \$1.66 per pack, ranking 21st among the states, territories and DC
- In the region, Utah and Arizona have higher cigarette taxes than NM, Colorado and Texas have lower cigarette taxes

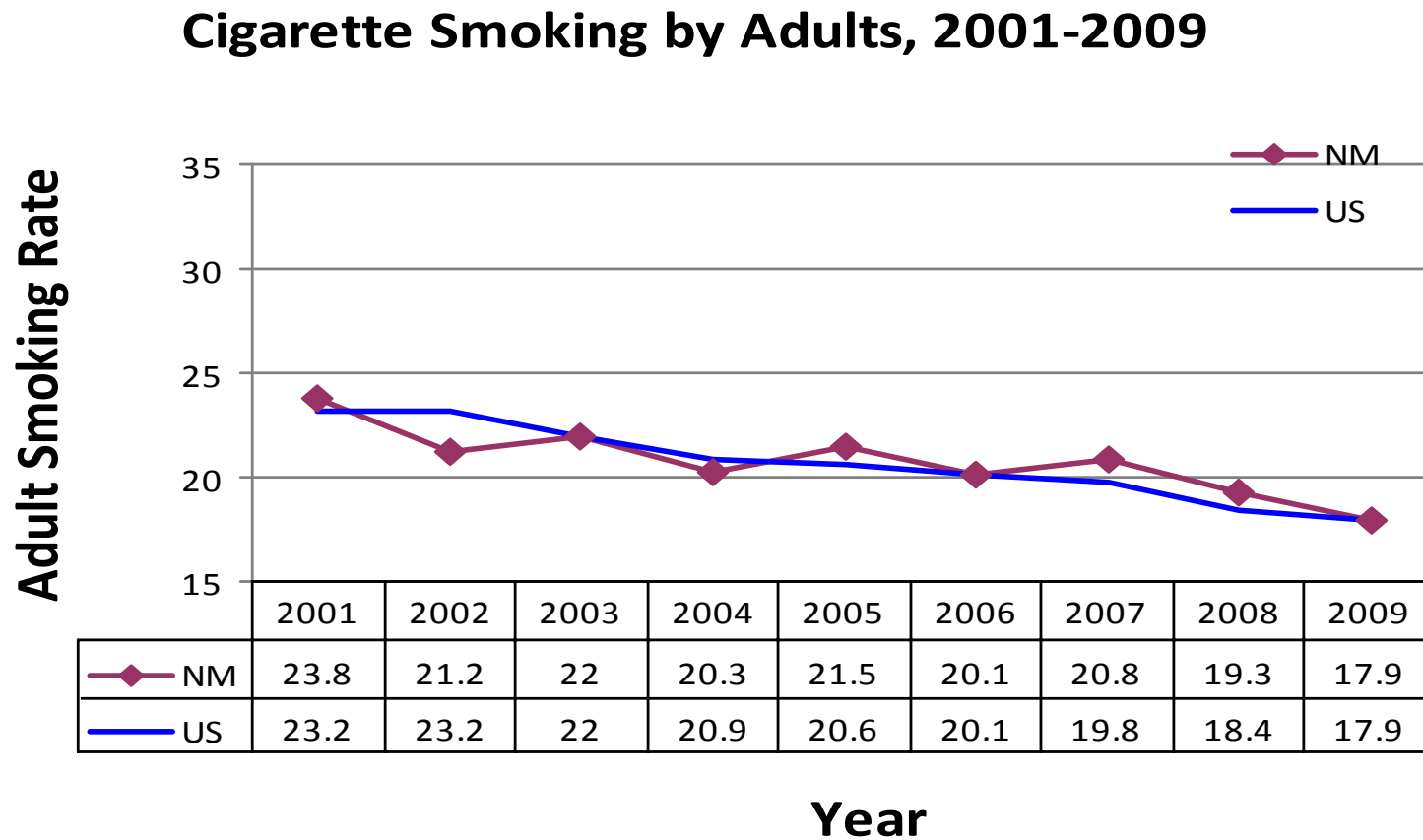
Funding Comprehensive Tobacco Control

- NM has funded tobacco control programs since 2001, progressively increasing funding through FY10

Progress in New Mexico – Tobacco Control Funding

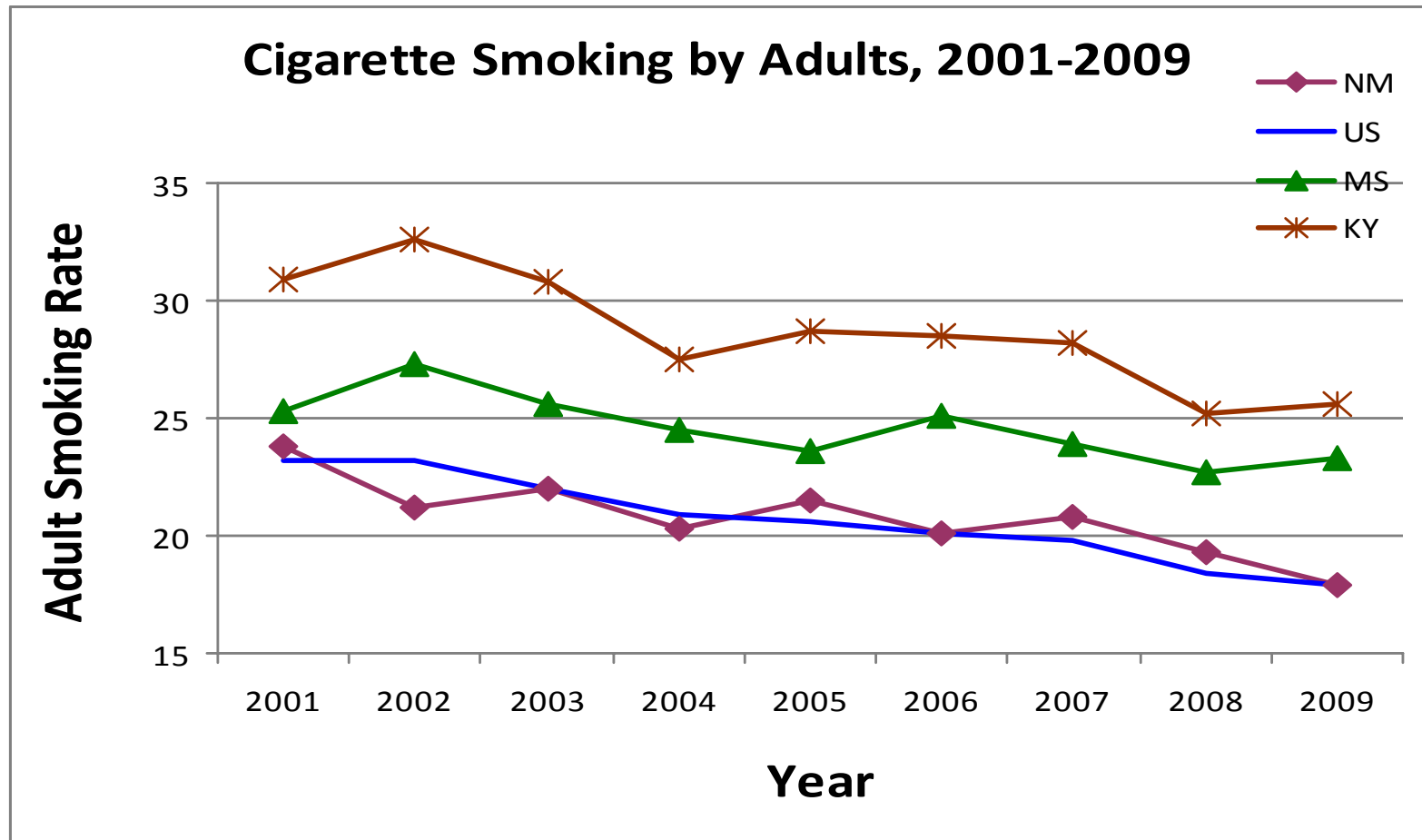


Progress in New Mexico – Adult Smoking



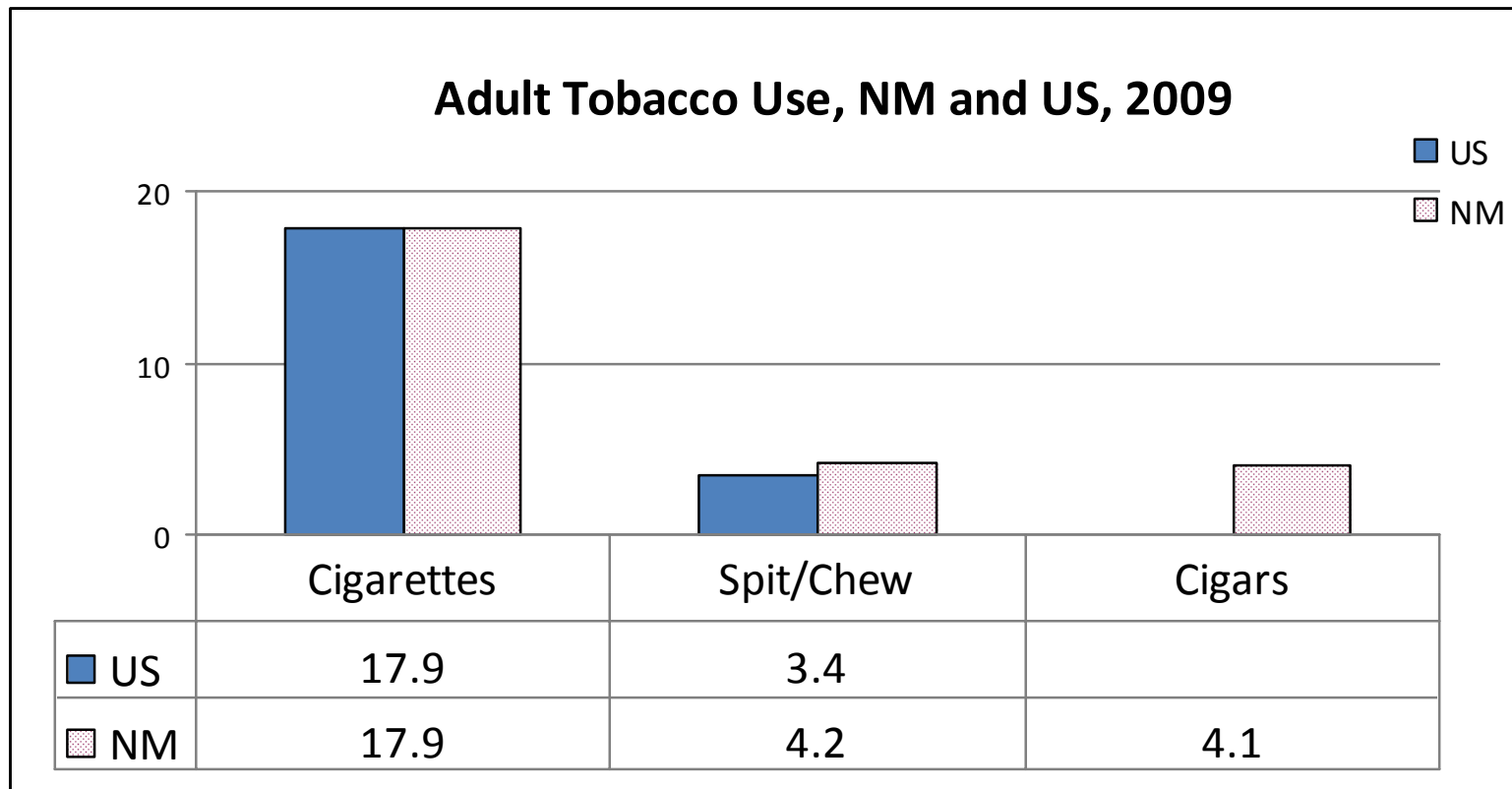
Source: Behavioral Risk Factor Surveillance System (2001-2009), www.cdc.gov/brfss

Progress in New Mexico – Adult Smoking



Source: Behavioral Risk Factor Surveillance System (2001-2009), www.cdc.gov/brfss

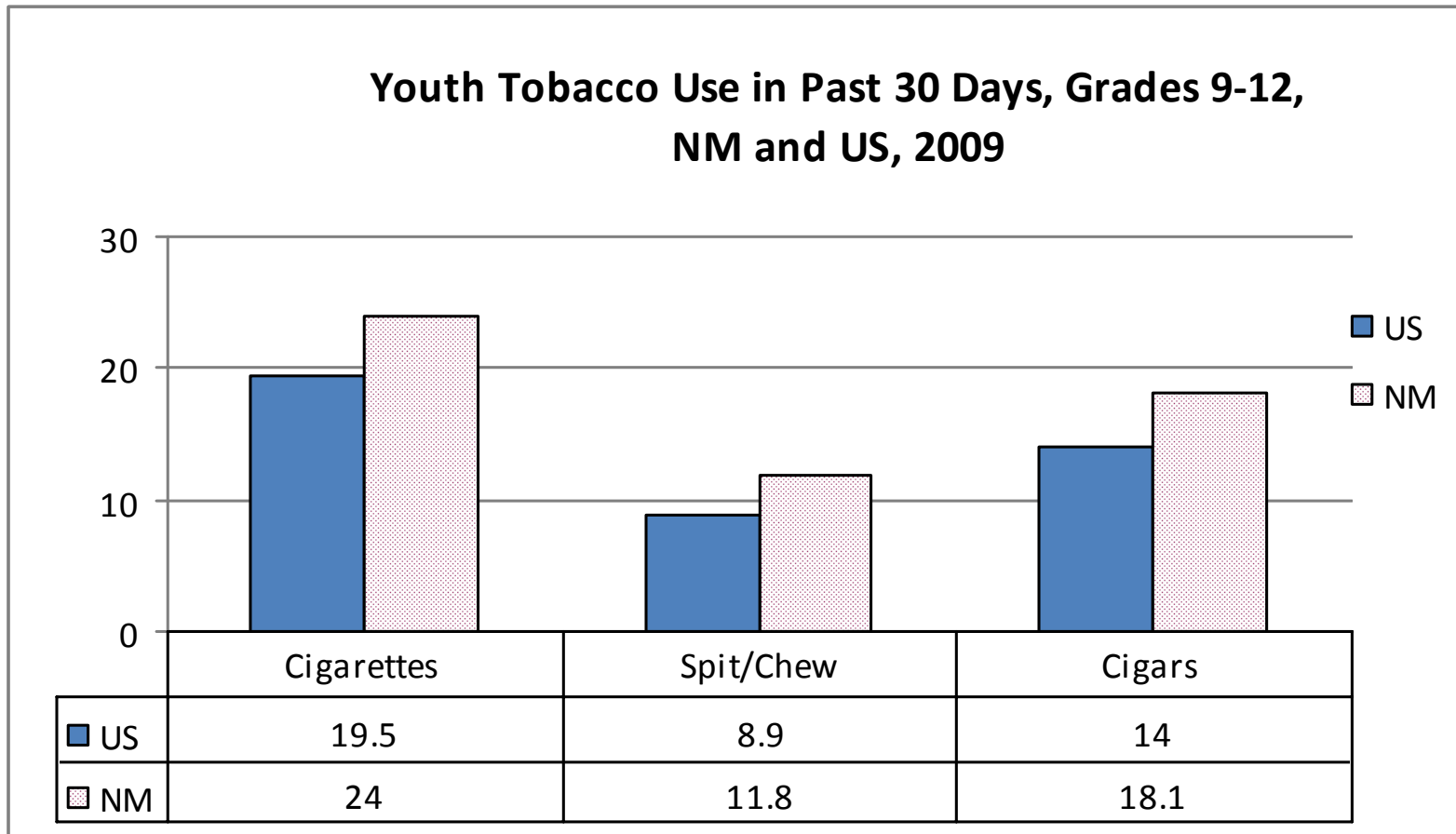
Progress in New Mexico – Adult Tobacco Use Rates



Sources: 2009 Behavioral Risk Factor Surveillance System (BRFSS) and 2009 NM Adult Tobacco Survey¹⁴

Note: 2009 US Cigar prevalence data currently unavailable

Progress in New Mexico – Youth Tobacco Use Rates



Sources: NM Youth Risk and Resiliency Survey (YRRS) and CDC Youth Risk and Behavior Surveillance (YRBS)



Moving Forward

- Restore funding to tobacco control programming
- Return to saving 50% of MSA payments in the permanent fund
- Defend the Dee Johnson Clean Indoor Air Act
- Increase the tax on non-cigarette tobacco products

Increasing the Tax on Tobacco Products (Other than Cigarettes)

*What's the difference
between these*



and this?



**New Mexico has never increased the tax
on non-cigarette tobacco products**



Increasing the Tax on Tobacco Products (Other than Cigarettes)

- Increasing the unit price decreases consumption, decreasing initiation by youth and increasing quitting
- Raising the tax on non-cigarette tobacco products to be equivalent to the cigarette tax will generate nearly \$7 million per year.
- Eliminating this loophole saves money. It saves lives. And it puts harmful and highly addictive products a little further out of reach of New Mexico kids.



Moving Forward to Combat Tobacco-Related Illness and Death

- ✓ Restore funding to tobacco control programming
- ✓ Return to saving 50% of MSA payments in the permanent fund
- ✓ Defend the Dee Johnson Clean Indoor Air Act
- ✓ Increase the tax on non-cigarette tobacco products



Thank You!



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